

## SYSTEM AND METHOD FOR ANONYMOUS LEAD GENERATION AND MANAGEMENT

### ABSTRACT

[115] A system and method for generating and managing anonymous leads from anonymously submitted database search criteria is disclosed. Device identifiers and status indicators are used to create records for consumers, wherein the records contain the database searching activity of those consumers. This search activity translates the consumer record into a prospect, which enables delivery of completely anonymous business leads to business experts. The system and method further allows submission of business expert proposals to the anonymous consumers, anonymous review of those proposals by the consumers, and anonymous communications between the consumers and the business experts.